

November / December 2024

The specialist international magazine for theme parks and FECs

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Open to Question
Michael Blau
Adirondack Studios

On the Cover
Multimedia Attractions
+ Dark Rides

Visitor's View
Europa-Park,
Germany

MACK RIDES PRESENTS

TWIST ,N' SPLASH



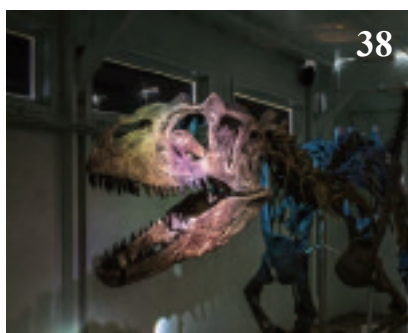
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Interactive water action now is available for water parks - the Twist 'n' Splash features a water bottle that is perfect for all ages. The free floating barrels pass by the many water cannons surrounding the ride and everyone is becoming part of the action. Learn more about Tonnevirvel and other attractions of Mack Rides at www.mack-rides.com



Somehow it is that time of year again, when the industry is busy with anticipation and excitement at what lies ahead in Orlando, Florida! The US edition of the IAAPA show remains as relevant and integral to the industry as ever and at InterPark, we cannot wait to see what new manufacturing innovations will be introduced and project collaborations announced.

What will you be looking out for? Are there brands you're desperate to meet? How about new launches... What's made it onto your "must see list"?! With so much to explore, it's going to be a busy and tiring week, but like us, we doubt you would change a thing!

In terms of content this issue, our main feature takes a closer look at recent launches and developments in the dark rides and multimedia attractions sector; while our regular interview Open to Question is with Adirondack Studio's President and Principal, Michael Blau. 2025 is shaping up to be a golden year for Adirondack Studios as the company marks its 50th anniversary. The award-winning creative solutions provider, with locations in Upstate New York, Orlando, Pasadena, Dubai, Singapore and Shanghai, is inviting the industry to join its celebrations through a year-long series of events and initiatives. So I sat down with Blau to find out what it means to have been in business all this time.

We also have a rather special Park Life article in this issue, as InterPark's news editor David Whitworth was treated to an experience like no other at Germany's legendary Europa-Park - read on to find out more about his time at the park!

B Whitaker

Beth Whitaker Editor

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ASIA ATTRACTIONS SUMMIT

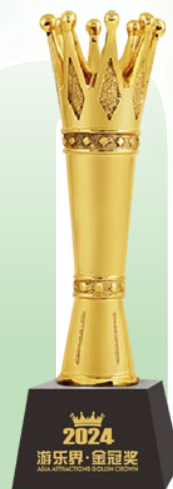
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Europe News

The latest news and announcements



Geisterschloss reopens at Europa-Park



The spirits are back in time for Halloween! The haunted castle of Geisterschloss (Ghost Castle) in Germany's largest amusement and leisure park of Europa-Park has reopened to spine-chilling reviews.

The ride is now known as Medici Castle and is a classic in the Italian quarter. The ghost train ride is a much-loved family attraction, giving families plenty of frights since its debut in 1982. The iconic haunted dark ride

closed earlier this year for a re-imagining and Medici Castle now presents a terrifying new spin on the classic ride, bringing Europa-Park's iconic haunted house ride into the 21st century.

Ann-Kathrin Mack, partner at Europa-Park and head of Mack Solutions spoke about the fondness of their haunted dark ride: "Many of us, including myself, loved the haunted castle as children and now we want future generations to be able to experience this joy too."

The new theming ensures the route is exciting without being too scary, but doing so can still be a small show of courage, just like the old days." Guests will be able to travel through this gloomy palace on small gondolas, while ghostly voices ring out and frightening creatures appear all around. While they'll revisit familiar scenes, the spooky fun that awaits them is totally new. During the four-minute dark ride journey, guests will learn about the main character Lorenzo and his quest for revenge on the Pazzi Family, before coming into possession of an ancient stone, filled with the promise of immortality. The narrative, which amazes with incredible special effects, projections and illustrations, is the work of MACK Solutions.



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Europe News

The latest news and announcements

Severn Lamb provides ‘electrifying’ experience for Sabino Canyon Recreation Area

Severn Lamb’s latest project promises an ‘electrifying’ experience thanks to the creation of an all-electric shuttle transportation vehicle for Sabino Canyon Recreation Area.

Trams International has partnered with the Sabino Canyon Recreation Area, part of an environmentally sensitive and protected land managed by the US National Forest Service, to upgrade their visitor transportation system from diesel-powered vehicles to state-of-the-art all-electric shuttles. Severn Lamb emphasizes there are many advantages by going all-electric with an “enhanced visitor experience, improving operational efficiency, and a positive environmental impact.”

A transformation that benefits both parties, the upgraded package represents a notable advancement for Sabino Canyon Recreation Area – in the past the old system was a Chance Sunliner vehicle powered by diesel / gas with a train capacity of 55 people. Now, the transportation



vehicle is a sophisticated Trams International 6000 Series which is all-electric and capable of transporting 62 visitors.

There are further benefits that make the journey onboard more pleasant. The all-electric transportation vehicle is a clean and quiet operation with improved quality of life for passengers and the environment. From a financial standpoint, it reduces costs with \$7Kpm in electricity, saving \$23Kpm in fuel. It represents a step in the right direction from the old vehicle model which had toxic fumes and noisy operations, frequent oil leaks and high fuel costs of \$30Kpm. In short, a modern way of travel for more passengers in a substantially cost-effective manner – a \$276K saving on fuel per year.

The visitor experience has been enhanced too through various features, one of which is the audio tour. A new system means the modern vehicles are equipped with seatback controllers with earbuds and pre-recorded audio tour triggered by geocoded points along the route. Visitors onboard now have the facility of a multilingual support system in both English and Spanish as well as an enhanced interpretive programme detailing Sabino



Europe News

The latest news and announcements

Canyon's natural and cultural history, making for a truly educational tour. This audio experience has been transformed as beforehand, the driver communicated using a megaphone and was the guide giving an unscripted tour.

Another enhancement comes in the shape of its modernised ticketing system with debit/credit card options available as opposed to cash only. Visitors can now benefit from a ticketing hub scheduling software with a dedicated eCommerce website for advanced ticket purchases. This has changed from the cash only and first come, first serve basis. Guests can also take advantage of a functional solar-powered kiosk.

The partnership also looked at improving the approach towards its drivers and staff members. In the past, not all drivers had Commercial Driver's Licenses (CDL) whereas now, all drivers are CDL certified. There is a new dress code in operation with uniformed drivers, creating a more professional appearance as opposed to casually dressed drivers from before.

Severn Lamb and Sabino Canyon Recreation Area have worked together on this new system, addressing all areas of visitor welfare consisting of greater wheelchair accessibility with seats available for staff and volunteers and creating an enhanced onboard support for a better visitor experience. There are 18 evening tours during the summer meanwhile there is assistance for distressed hikers and ghost runs at the end of the day.

Severn Lamb has canvassed public opinion to gauge the visitor experience onboard its new transportation vehicle, which has resulted in a glowing reference. In terms of environmental impact, visitors described a "quiet operation and no fumes improve the experience for families and wildlife." From a professionalism standpoint, there is a "more professional and organised tours. Talking convenience, visitors appreciated the "ability to buy tickets in advance with debit and credit card payment options available." Finally, it was noted an "increased presence of wildlife in the canyon due to quieter, cleaner operation with no engine rumble."

Severn Lamb explains that "the transition to all-electric visitor transportation vehicles supplied by Trams International has brought significant improvements to the Sabino Canyon Recreation Area. The enhanced visitor experience, substantial cost savings, and positive environmental impact demonstrate the benefits of this upgrade. By investing in electric shuttles, Sabino Canyon has not only improved its operational efficiency but also enriched the natural and cultural experience for all its visitors."

Over 500 products in more than 50 countries and a long-standing member of IAAPA has elevated Severn Lamb towards a truly global footprint, which has garnered excellence and trust within its clientele across the world. Sabino Canyon Recreation Area has now become its latest beneficiary.



America News

The latest news and announcements

1 Canada's Wonderland unleashes AlpenFury for 2025



A world record-breaking launch coaster is heading to Canada in 2025 with AlpenFury opening at Canada's Wonderland.

When unleashed next year, AlpenFury will be a dual-launch coaster and will become the longest, tallest and fastest launched ride in Canada. AlpenFury will feature a thrilling launch inside the mysterious Wonder Mountain, blasting riders vertically out its summit and 50-metres (164ft) into the sky before hurtling riders through the twists and turns of nine breathtaking inversions – the most for a launch coaster in the world.

Designed by Premier Rides, AlpenFury features a variety of highly complex technological advances. Chiefly, its double launch and three unique elements only found at Canada's Wonderland. The Fire Serpent Roll is a distant relation to the Sea Serpent Roll, twisting and inverting riders through two unparallelled train-to-track near-miss interactions in a single element and pure weightlessness. The Skyflyer Loop pays homage to the park's former attraction, featuring an ascending helix that crests into a zero-G stall before diving into an inverting, descending roll. And the Ice Winder Roll twists and then untwists riders in two inversions as they ascend and descend through an overbanked hill. AlpenFury represents a bubbly cauldron where fire meets ice with spectacular mountainous décor accompanying its bright-white track.

AlpenFury will reach speeds of 115 km/h (71mph) with its main drop of 47-metres (154ft). Riders will race along a track spanning 1,000-metres (3,281ft) taking them around the park on a journey lasting 80-seconds. AlpenFury will operate two trains with 18 riders per train.

As per modern-day coasters, not only does the ride have to be entertaining, but allied to an immersive backstory to compliment the ride. A ride actually begins when you enter the queue line and creative storytelling can greatly enhance a rider's experience. Canada's Wonderland has duly created a captivating backstory for AlpenFury. "The villagers at the base of Wonder Mountain closed the climbing trails decades ago, after tales began to spread that it had become home to beasts and mystical forces, describes the park. "One legend holds that at the mountain's core, fire and ice come together in their most raw, elemental states to create a powerful natural force that is both terrifying and awe-inspiring. The story has become so ingrained in local culture that the Alpen village now celebrates this mythical union with its own fire and ice festival every year.

"As a visitor, you're fortunate to find yourself in the village during the height of the festival. It's a jubilant and colourful celebration. Those brave enough are invited to visit the sled haus where a sleek, modern sled awaits, outfitted for a journey through the very heart of Wonder Mountain and beyond. The temptation for adventure overcomes any trepidation you feel about facing the forces within. You board the sled and buckle in before being launched into the journey of a lifetime."

AlpenFury is Canada's Wonderland 19th roller coaster and the fourth to interact with Wonder Mountain. "AlpenFury is a world-class attraction, and we are excited for the unique thrills it will offer our guests," said Phil Liggett, general manager at Canada's Wonderland. "The combination of being blasted out of Wonder Mountain and then racing through nine inversions one right after the other, is going to be an experience guests will not soon forget."





FUN HOUSES



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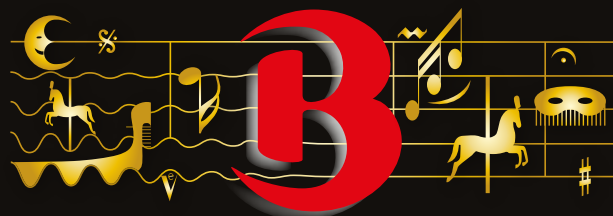
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America News

The latest news and announcements

2 SeaWorld's Howl-O-Scream bellows a twisted Halloween Tale



Howl-O-Scream returns with more chilling experiences, screams, terror and haunts.

This adult-targeted event transforms SeaWorld Orlando into a late-night ghoulish party with haunted houses, scare zones, rides, bars, and live shows.

And for 2024, Howl-O-Scream's Halloween menu serves up four new haunted houses, three new scare zones and two new themed bars. In all, there are five houses, seven scare zones, and five bars. "The only things missing are places to hide," exclaims SeaWorld.

Howl-O-Scream is intended for a mature audience featuring adult content with violence, gore, and blood. "Howl-O-Scream is an unforgettable nighttime event combining the thrill of theme park attractions with the spine-tingling excitement of haunted houses and scare zones," describes a SeaWorld spokesperson.

While some parts of Howl-O-Scream are designed to be intense and scary, SeaWorld's Spooktacular offers a more family-friendly experience during the earlier hours.

For brave souls, the terrifying haunted houses have differing themes and a variety of scares, ensuring there is something to give everyone goosebumps. Among the new Haunted Houses are Farm 51, an abandoned farmhouse in the middle of nowhere.

At The Ultimate Gamble, the stakes are life and death and "every step could be your last." This house offers a chilling blend of high-stakes thrills and ghostly terror.

Guests are invited to "step into the depths of the unknown with Atlantis: Journey Below." As they encounter the sunken city of Atlantis, they will find "a realm shrouded in mystery and dark legends."

A returning favourite is D3LER1UM666, where guests are invited inside the headquarters of a unique mercenary group, established by the government to counter the threat posed by the Sirens and other dangerous sea creatures. Guests take a tour in the facility to gain support and understanding for the cause...but they will not be alone in their journey, inside D3LER1UM666 Laboratories, you're transported to the bottom of the ocean floor by an undersea lift.

SeaWorld has created various Scare Zones. At Paradise Palms, you'll "check in, but you may never check out". This area turns a once-idyllic roadside haven into a nightmarish trap.

At Cannibal Harbour, a once-thriving port "transforms into a realm of grisly feasts and primal fear, where the line between hunter and hunted is blurred by a fog of madness."

Meanwhile, Toxic Turmoil is "a toxic catastrophe which has caused this hidden chemical landfill to be overcome by mutated creatures, humans, and plant life."

The gloriously (or goriest) named CarnEvil Pier sees "the freaks, sinister Barkers and demented clowns that inhabit the Carn-Evil Pier welcoming you for a drink and a snack."

For roller coaster fans searching a different thrill sensation, SeaWorld plunges Pipeline, Mako, Manta & Ice Breaker under the cover of darkness. It's a whole new level of excitement when you can't see what's coming next.

SeaWorld's Howl-O-Scream was voted the number one Best Theme Park Halloween Event for 2023 by USA Today's 10 Best Readers' Choice Awards. This scary season promised greater hair-raising haunted houses and electrifying entertainment to gorge on, this spine-tingling event is a great example of seasonal planning.



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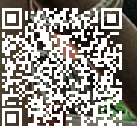
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Asia News

The latest news and announcements

1 Disney Cruise holidays set sail towards the Land of the Rising Sun



Disney and Oriental Land Co., Ltd. (OLC) have announced a new agreement that will bring year-round Disney cruise holidays to the Land of the Rising Sun, Japan.

OLC will build and operate a Disney-branded cruise business in Japan, which is expected to commence by early 2029. Disney's venture into the Japanese market is a landmark moment for its cruise operations as it is the first time in its 26-year history it will journey to Japan. It has a natural home as the cruise terminal on the outskirts of Tokyo is just a 12-minute drive from its Disney resort providing two theme parks and six hotels.

It is the world's only Disney-branded resort which is not owned or operated by the media giant - Disney receives a royalty on its sales and is contracted to design the attractions in the resort which is run by Oriental Land Company (OLC), a specialist leisure operator which is now dipping its toes into the cruise market too.

Following the same model as its theme parks, OLC is spending ¥330 billion to build a 1,250-room cruise ship based on the Disney Wish which launched in 2022 and was the Mouse's first new ship in a decade.

This is the latest evolution in a 40-plus-year relationship between Disney and OLC, which owns and operates Tokyo Disney Resort.



The addition of a locally based Disney cruise ship will offer fun and relaxation for Japanese Disney fans and visitors during 'magical voyages filled with the incredible entertainment, world-class dining and exceptional guest service that set Disney cruises apart,' stated Disney.

"Disney Cruise Line has ambitious plans to bring family vacations and Disney storytelling to more guests around the world than ever before," said Josh D'Amato, chairman, Disney Experiences. "We are thrilled to continue the success of this expansion as we collaborate with Oriental Land Co. to introduce another distinctly Disney vacation experience to families and fans in Japan."

"I am sincerely proud that Disney and Oriental Land will be able to work together to create a world-class cruise business in Japan," said Yumiko Takano, representative director, chairperson and CEO, Oriental Land. "Oriental Land will use their knowhow from the theme park business to continue pushing boundaries and provide family entertainment cruise experiences filled with inspiration and surprise."

OLC will operate a new Disney cruise ship to be registered and based in Japan year-round. The ship will be constructed at Meyer Werft shipyard in Papenburg, Germany, with imaginative designs created by Walt Disney Imagineering. It will feature many venues and experiences with tailor-made modifications specially designed with Japanese guests in mind.



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Asia News

The latest news and announcements

2 Everland in South Korea featuring Netflix horror series

Everland, South Korea's largest theme park, has created a horror-theme area this Halloween season featuring Netflix shows 'All of Us Are Dead' and 'Stranger Things' which runs until 17 November.

Netflix and Everland said they are also scheduled to jointly operate a horror-theme zone at the amusement park's outdoor zombie land Blood City during the extended Halloween period.

"We planned an immersive entertainment service, which allows users to experience the universe of popular content," said a Netflix official. Users are able to enjoy what they felt while watching those shows in real life."

Guests can make themselves up as zombies from "All of Us are Dead" in Hyosan High School uniforms, just like the series' characters wore while looking around the school's cafeteria set. They can also experience the Scoops Ahoy ice cream truck of the "Stranger Things."

Everland are selling special food and merchandise related to the horror series. The theme park has also updated the Horror Maze, an attraction that allows visitors to escape from zombies under the theme of "All of Us Are Dead."



"We aim to provide memorable experiences by combining Everland's infrastructure and Netflix's universe," said an Everland official. "We are able to lure not only local visitors but also foreign tourists."

The collaboration between Netflix and Everland is expected to broaden businesses of South Korean intellectual properties (IPs) to various sectors including amusement parks, content industry sources said. "All of Us Are Dead" was based on a popular domestic webtoon.

A growing trend of theme parks across the globe has found huge successes in using popular IP's and Everland has jumped on the bandwagon thanks to its agreement with Netflix. Furthermore, when using a Halloween IP, which the scary season in the entertainment industry has exploded in popularity in recent years, one can see the fruit of the loom for parks like Everland.

"Corporate demand for competitive IPs is remarkably increasing," said an industry source. "We will see more cases of applying popular IPs to various sectors beyond video, goods and theme parks."



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China News

The latest news and announcements

1 New amusement park set for Shenyang



A culturally-themed amusement park is set to be built in the Chinese city of Shenyang.

Located in the Qipanshan (Qipan Mountain), the project will receive a significant investment of CNY 2.7 billion. Leading IP content Alpha Animation will be the centrepiece of the first domestic animation culture-themed tourist resort in Shenyang.

A signing ceremony took place last summer to officially inaugurate plans for the Shenyang Qipanshan Chinese Animation 'Dream Travel' project. It is an ambitious project featuring six major themed experience and play areas including the Alpha-themed Parent-Child Hotel, Alpha Dream Plaza, Alpha Ultra-Sensory Space, Crimson Forest, Super Dream Factory and Code Secret Passage Exploration Area. The amusement park will span 432,000sqm and be home to a themed resort hotel, indoor water park, outdoor museum and plush oceanarium.

The project in Shenyang aims to attract tourists to sample world class technological activities of immersive virtual experiences and AI intelligent interactive experiences. The amusement park is scheduled to be constructed within three years and open to the public in 2027. A welcome boost for Shenyang's cultural tourism industry is on the horizon thanks to this new vibrant amusement park.

2 Zamperla's Lightning Lift model opens at Dinosaur Dream Factory

Dinosaur Dream Factory in China is now home to the Lightning Lift model coaster; a Zamperla creation and its biggest coaster in the country.

Rider's step into the Lightning trains featuring Zamperla's open, comfortable seating, which has become a hallmark of this generation of roller coaster.

Once out of the station, riders will look to the skies as they climb the 39-metre (128ft) vertical lift hill. Upon reaching the apex of the climb, in a matter of seconds, riders go from looking skyward to accelerating rapidly towards the ground. After flying down the near-vertical drop, riders enter the signature vertical loop and are turned upside down three more times before returning to the station with a smooth stop thanks to Lightning's magnetic brakes. The coaster's footprint is long and narrow, allowing the park to place it in a corner of the park.

Lightning's tape of the tape covers a track length of 689-metres (2260ft). Its maximum height reaches 39-metres (128ft) while its maximum speed is 92km/h (57mph). There are three trains in total with eight riders per train. Its hourly capacity caters for 590 people per hour.

"The thrills of this coaster cannot be beat," said Antonio Zamperla, CEO of Zamperla Group. "What is extremely fun for our team is that this layout is similar to others we have manufactured with our previous Thunderbolt system. We promised our clients that we would provide coasters that were just as thrilling as our old experiences but have significantly improved track quality and more comfortable vehicles. We believe we have exceeded everyone's expectations."

The roller coaster is Zamperla's third with a vertical lift. The Italian ride specialists represent over a dozen roller coasters operating in China. Zamperla is one of the only ride manufacturers to have a technical support office

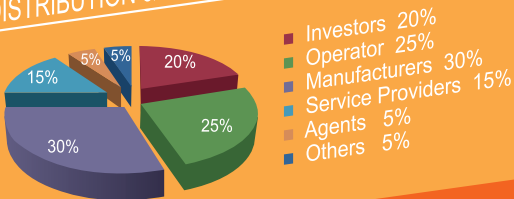


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China News

The latest news and announcements

in China and its footprint in the country has led to its success over the past 20 years.

This Lightning coaster is the first to utilise Zamperla's new patent pending BBZ track design. "This track design is not only beautiful, but also some of the best we have fabricated in our company's history. This was fully manufactured at Zamperla's roller coaster hall in Europe," said Adam Sandy, the company's Roller Coaster Sales and Marketing Director. "The new design requires less materials, which helps keep costs down, while also allowing us to manufacture to extremely tight tolerances. Dinosaur DreamWorks wanted a roller coaster that would stand out so we worked with them to create an iconic coaster that was the park's focal point."

Like its launch coaster counterparts, the Lightning train used for this project features many elements that save parks both time and money. "Our clients chose us in part because the Lightning train offers a long-term return on investment (ROI)," said Davide Donadello, Sales & Operation Manager for the China & Korea Region. "The combination of a coaster that offers marketable thrills and reduced maintenance cost is extremely popular."



Dinosaur Dream Factory welcomes its new thunderous coaster to delight the roller coaster community in China. And as Mr. Ruan from Dinosaur Dream Factory points out: "As one of the 10 most anticipated roller coasters in the world in 2024, Lightning of Zamperla brings visitors a new thrilling experience that will be a highlight in Hubei province and even the whole world."



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Middle East News

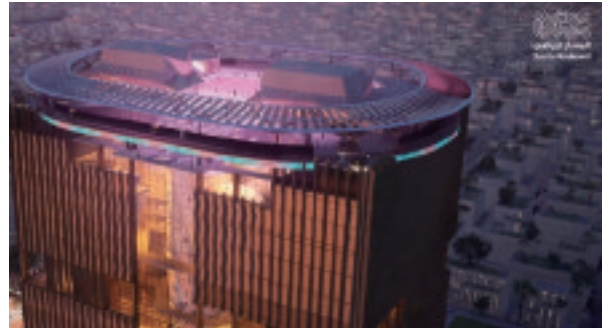
The latest news and announcements

1 Saudi Arabia unveils plans for world's tallest sports facility in Riyadh

The world's tallest tower has been approved by Saudi authorities for a future opening in Riyadh.

The 'Global Sports Tower' will include both the world's tallest indoor climbing wall and the world's highest running track. The 130-metre-tall (426ft) structure will host 30 sports in the Saudi capital. The 84,000sqm Global Sports Tower will contain a 98-metre (322ft) climbing wall - making it the world's highest, along with a 250-metre (820ft) digital running track complete with spectacular views of Riyadh's skyline. The Global Sports Tower is poised to be the tallest dedicated sports facility across the globe and will also represent a world-class facility that contributes to promoting a sports culture among the people of its society.

The tower's design is inspired by modernist Salmani architecture and aims to be a cultural landmark. Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud has approved the designs for the Global Sports Tower, a significant element of Riyadh's ambitious Sports Boulevard project. The tower will form part of



the 135km (84 miles) Sports Boulevard programme on Prince Mohammed bin Salman bin Abdulaziz Road. The Sports Boulevard is one of Riyadh's paramount projects, launched by the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz, on 19 March, 2019. Chaired by Prince Mohammed bin Salman, the boulevard will contain 4.4 million sqm of greenery and up to 50 sports facilities connected by green pathways for pedestrians, cyclists, athletes and horse riders. In addition, there are several unique destinations and investment zones, totalling an area that exceeds three million sqm. Saudi authorities explain that the Sports Boulevard will become "a widespread destination that attracts pedestrians, professional and amateur cyclists, and horse riders, alongside art and culture enthusiasts and eco-friends, all together, on paths and spaces that create a healthy lifestyle."

When built, the Global Sports Tower will be a focal point of Saudi Vision 2030, a national strategy aimed at advancing the Kingdom's economy and positioning Riyadh as a global city leader as one of the top 10 economies worldwide.



Middle East News

The latest news and announcements

2 Sphere Entertainment and Abu Dhabi's Department of Culture and Tourism Plan Landmark Venue Expansion

Sphere Entertainment and Abu Dhabi's Department of Culture and Tourism (DCT) (have announced an agreement to introduce a second Sphere venue in Abu Dhabi.

This new Sphere location is anticipated to redefine entertainment in the UAE capital, offering an immersive experience that merges advanced technology with dynamic storytelling, appealing to both residents and international visitors.

"This partnership marks a pivotal moment in our vision to establish Sphere as a global network of transformative venues," stated James L. Dolan, Executive Chairman and CEO of Sphere Entertainment. "Abu Dhabi's Sphere will continue our mission to revolutionise live entertainment."

H.E. Mohamed Khalifa Al Mubarak, Chairman of DCT Abu Dhabi, expressed enthusiasm about the project, noting how it aligns with Abu Dhabi's Tourism Strategy 2030. "By bringing Sphere to Abu Dhabi, we're enhancing our city's cultural landscape with immersive entertainment that will set new standards. This collaboration strengthens our position as a global centre for innovation and cultural experiences."

Following the success of the first Sphere venue in Las Vegas, which debuted in September 2023, this new venture underscores Sphere Entertainment's ambition to grow internationally. Strategically located in Abu Dhabi, the Sphere venue will have the capacity to host up to 20,000 attendees, promising to be a key attraction for various events, concerts, and shows, ultimately reshaping the region's entertainment landscape.

As part of the agreement, DCT Abu Dhabi will finance construction and pay a franchise initiation fee for utilising Sphere's innovative design and technology. Sphere Entertainment's team will oversee development, construction, and pre-opening preparations to ensure the project meets their vision for a next-generation entertainment experience. Once operational, Sphere Entertainment will licence its creative content and brand, providing ongoing support for artistic, operational, and technological aspects.

The planned venue aims to attract both local and global audiences, reinforcing Abu Dhabi's appeal as a leading cultural destination and setting a new benchmark in the immersive entertainment industry.



Waterparks News

The latest news and announcements

1 ADG earns coveted Leading Edge Awards



ADG's design and engineering has been recognised through earning two Leading Edge Awards.

Firstly, ADG was awarded for its work on the 40,000sqft expansion at Wilderness at the Smokies, which has transformed the guest experience with a variety of groundbreaking features. The expansion includes a rooftop lagoon pool with panoramic views of the Smoky Mountain range, alongside a new bar and grill, luxurious private cabanas, and an entertainment stage, creating a versatile destination for both dining and live performances.

ADG also introduced two world-first water attractions: the Reverse AquaLucent water slide, an adrenaline-pumping water coaster, and Kaleidoscope Kavern, a unique immersive lazy river that surrounds guests with dynamic lighting and sound for an unmatched experience.

The project also features a renovated spa with a spacious hot tub and a 1,055sqft activity pool equipped with a basketball hoop, perfectly balancing relaxation and interactive fun.

Facing the challenge of working within limited space, ADG showcased exceptional creativity by maximising vertical space and incorporating a mezzanine level, adding over 500 additional seats and nine rentable cabanas to accommodate more guests and generate new revenue streams for the park.

ADG was also recognised for its role as the wave system supplier for El Dorado Water Park in the Dominican Republic. The second Leading Edge Award acknowledged ADG's role in the success of El Dorado Water Park by supplying cutting-edge wave technology that powers its wave pool, further emphasising ADG's leadership in both wave systems and waterpark innovation.

"These awards highlight ADG's versatility and continued impact on the water attractions industry, solidifying its position as a leader in creating forward-thinking waterpark experiences and cutting-edge wave technology," said ADG.

2 The Bavarian Inn Lodge builds duel racing water slides

The Bavarian Inn Lodge is building the first duel racing water slide in the state of Michigan, USA.

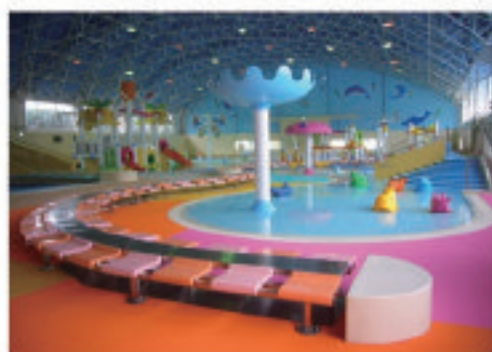
Constructed by WhiteWater, the racing slides will become an exciting water feature of the Bavarian Blast Waterpark.

"Dedicated to creating enjoyable experiences, our team is eager to offer an attraction never before seen in Michigan. We look forward to introducing this exclusive family-fun experience to our guests," said Michael Keller Zehnder, President of Bavarian Inn Lodge.

The \$80m project will make the Bavarian Inn Lodge Michigan's largest indoor water park and family entertainment centre, covering more than 140,000sqft.

"We are truly raising the bar on fun at the Lodge, creating unique attractions and new types of experiences within our resort," added Zehnder. "We are reimagining family fun and see this as an exciting project for all of Frankenmuth."





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Michele Bertazzon and Angelo Signorotto at the Bertazzon booth.



Representing HUSS Park Attractions: Lars Hartmann; Chief Sales & Creative Officer, Christine Althausen; Commercial Director, Andre Warnecke; MD.



S&S Worldwide: Lars Lenders; European Director of Sales, Trevor Dyer; Global Director of Sales and Marketing, Jason Mons; President & CEO, Preston Murray; Director of Engineering.



At the Severn Lamb booth: Patrick Lamb; Managing Director, Rob Simpson; Project Manager, Jack Tunstall; Project Sales Engineer, Alberto Sanfeliu; Project Manager at Intamin Amusement Rides.

IAAPA Expo Europe 2024 Concludes Triumphantlly in Amsterdam



IAAPA Expo Europe 2024, a leading event for the leisure and attractions industry, concluded on September 26 at the RAI Amsterdam, marking a historic achievement with its highest-ever registered attendance. Over four days, approximately 17,370 industry professionals gathered to network, share best practices, and explore the latest advancements in attractions and entertainment.

This year's expo featured an impressive lineup of over 680 exhibiting companies, occupying a record-breaking 18,000sqm of floor space—the largest trade show floor for IAAPA in the EMEA region. The event attracted 13,195 qualified buyers representing 11,529 companies, reinforcing its status as a pivotal platform for business connections and innovation in the industry.

Peter van der Schans, IAAPA's executive director and vice president for EMEA, praised Amsterdam as an ideal host city, citing its dynamic attractions landscape and unique blend of history and modernity. "The success of this year's expo reflects the dedication of our members, partners, and exhibitors. We are deeply grateful for their support," he stated.

A standout feature of IAAPA Expo Europe is its robust educational programme, and this year's conference did not disappoint. With 60 sessions led by 200 speakers from 20 countries, attendees gained insights on topics such as workplace culture, sustainability, safety, guest satisfaction, and revenue optimisation, equipping them with knowledge to drive success within their own organisations.

Looking ahead, IAAPA Expo Europe 2025 is set to take place from September 22-25 in Barcelona, Spain. Already, 553 companies have reserved 18,009sqm of exhibition space, fueling anticipation for another successful event in the vibrant city of Barcelona.



Paul Wiegand; MD, Oliver Wiegand; Operations Manager with Venessa Lirsch; sales for Entertainment Resource.



Hosting the Murphy's Waves booth Neil Walsh; Project Director, Jim Stuart; MD, Dylan Taylor; Project Manager, David Cappelletti; Director at RolbaLoisirs.



Sally Dark Rides revealed SpongeBob's Crazy Carnival Ride. Lauren (Wood) Weaver; VP of Marketing and Business Development, John Wood; President and Chairman, Karen Staley; Vice President of Global Sales, Rich Hill; Chief Creative Officer.



Benoit Cornet; CEO & Captain of Creative Minds at BoldMove Nation

►► Intamin unveils new ride partnership with DreamWorld Australia

Intamin announced a new thrill ride in partnership with DreamWorld Australia. The partnership sees Intamin creating King Claw an Intamin gyro swing. King Claw is scheduled to open for the latter part of the 2025 season at DreamWorld Australia, potentially for Boxing Day to coincide with the summer holiday season down under.

It is expected that construction on King Claw is set to begin in February 2025 ahead of its opening. The swing replaces the current Claw ride, which will close its operation in January 2025.

The partnership was made officially on the opening day of the IAAPA Expo Europe in Amsterdam.





▲▲ P&P Projects Launches 'ThemedMotion' for Animatronics and Animated Figures

P&P Projects introduces ThemedMotion, a new branch focused on the turnkey creation of animatronics and animated figures. Celebrating its 35th anniversary, P&P Projects has established itself as a global leader in themed entertainment design and production, working with top-tier clients such as theme parks, museums, resorts, and cruise lines.

ThemedMotion is the culmination of P&P's long-standing ambition to expand into advanced motion-based elements, emphasising durability, reliability, and innovation. Designed after analysing key challenges in themed entertainment manufacturing, ThemedMotion features a custom control system that supports remote monitoring, ease of maintenance, and smooth integration with show sets.

During IAAPA Expo Europe in Amsterdam, P&P Projects introduced "Mormel," the first official ThemedMotion model, equipped with 21 electrical actuators for nearly 30 lifelike movements. This showcase highlights ThemedMotion's unique control software and professional animation programming, delivering a dynamic and engaging character.



◀◀ Vekoma Unveiled New Ride Launches in the US and Poland

This autumn, Dutch ride manufacturer Vekoma announced a series of thrilling ride launches, set to open in 2025. At Cedar Point, Vekoma's Siren's Curse Tilt Coaster will deliver an intense ride with its towering seesaw track, airtime moments, zero-gravity barrel rolls, and high-speed twists.

In Poland, Vekoma also introduced Aquila, an indoor family launch coaster at Mandoria theme park. Reaching speeds of up to 70 km/h, Aquila will perform a double pass with a second launch, delivering a 900-metre thrill ride. The vehicle, decorated with a log style and eagle design, includes an "M" symbol honouring Mandoria. Equipped with lap bar restraints, Aquila is designed for family-friendly excitement.

The announcements were made at IAAPA Expo Europe in the Netherlands, where Vekoma also debuted a new corporate video, highlighting their innovative manufacturing capabilities and commitment to the future of the leisure industry. 

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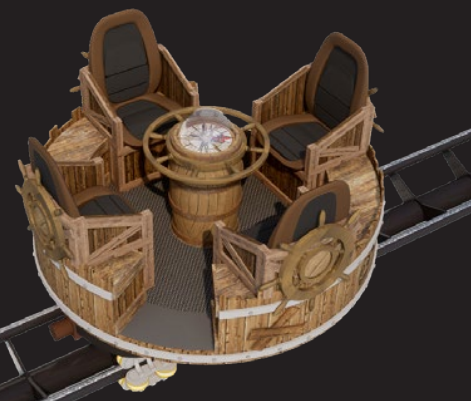


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IAAPA Expo 2024 is set to deliver an exciting lineup of industry reveals, featuring over 30 announcements and more than 1,100 exhibitors on the trade show floor. This year's Expo in Orlando promises to be a key stage for groundbreaking product partnerships, park expansions, and industry updates, spotlighting the latest innovations and creativity in the attractions sector.

Major exhibitors with exciting announcements include:

- Premier Rides
- S&S Worldwide
- Sally Dark Rides
- Vekoma
- Mack Rides
- Triotech
- Falcon's Creative Group
- Extreme Engineering
- DOF Robotics
- RWS

A special highlight of the event is the SkyElements Drone Show, set to captivate attendees with stunning displays on 19 November at 6:15pm and 8:05pm. The show will culminate in a record-breaking attempt on 16 November 16 at 6:15pm, where SkyElements will aim to set a new Guinness World Record.

With four days of dynamic reveals and industry insights, IAAPA Expo 2024 is a must-attend event for those shaping the future of attractions and entertainment.



New for 2025 – Siren's Curse - Tilt Coaster Debuts at Cedar Point

Vekoma is thrilled to announce the upcoming launch of Siren's Curse, a groundbreaking Tilt Coaster set to open at Cedar Point in 2025. This thrilling ride combines Vekoma's pioneering tilt-track technology, which elevates riders 160ft in the air before the exhilarating tilt-drop. Packed with 13 airtime moments, two 360° zero-gravity barrel rolls, and a high-speed triple-down manoeuvre through twisted, overbanked turns, Siren's Curse spans over 2,966ft of track for a unique ride experience.

Seek out Vekoma at Booth #5124 in Orlando for a special press event, to unveil a full animation preview of Siren's Curse.



Alterface introduces Imagination Playground at IAAPA Expo 2024: A New Approach to Interactive Attractions

Alterface is set to unveil its groundbreaking Imagination Playground at IAAPA Expo 2024, an innovative, custom-built experience designed to challenge conventional ideas in interactive attractions. Located at Booth #1083, this dedicated demonstration area will feature four unique stations showcasing fresh applications of Alterface's signature interactive technology, offering attendees a glimpse into new possibilities in themed gaming.

"Imagination Playground is crafted to push the boundaries of what interactive attractions can be," says Stéphane Battaille, CEO of Alterface. "While many interactive systems focus on shooting mechanics, our stations will present new forms of gameplay that deepen immersion and broaden interaction possibilities." Alterface invites designers, operators, and media professionals to book VIP tours in advance to explore this immersive space first-hand by contacting communication@alterface.com.

Each of the four stations at Imagination Playground represents Alterface's collaborative approach, drawing on insights from conversations with industry clients. The goal is to inspire creatives in the industry to rethink traditional design boundaries and explore fresh concepts. "Our decades of experience show that early collaboration with designers and operators leads to exceptional results," Battaille notes. "Understanding a client's vision allows us to craft solutions that truly differentiate their attractions."

The Imagination Playground features four distinct experiences:

- Paint
Use a magic wand to bring your creativity to life by splashing colours across a virtual canvas.
- 4D Shooter
Compete with friends by aiming, pulling the shooting cord, and hitting targets in an interactive showdown.
- Trace
Connect stars using a wand to reveal shapes and constellations.
- Illuminate
Navigate a scene with a special flashlight to uncover hidden surprises and avoid potential hazards.

In addition to the hands-on demos, Alterface will present updates on its technology, including a new software suite and service package. "Imagination Playground allows creatives to experience our technology directly and envision new interactive experiences," says Battaille.

Hologate Debuts Wireless Arena Lineup at IAAPA Expo 2024

This updated lineup includes three flexible ARENA variations, designed to fit diverse venue requirements and take the VR experience to new heights.

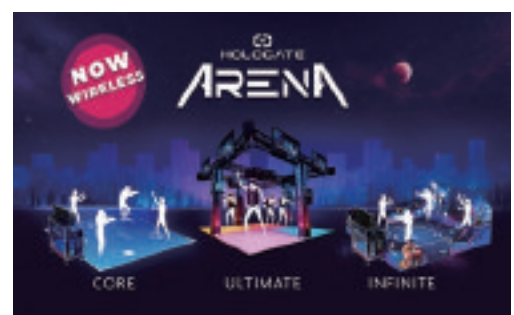
Visitors to booth 4458 can experience the new Arena Infinite, one of the three distinct Arena options. The Infinite model offers a compact and visually captivating game area that is easy to set up, creating an immersive VR experience that attracts both players and spectators.

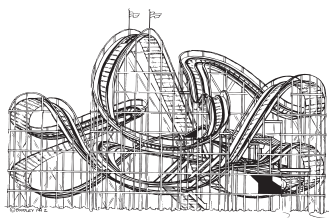
The Hologate Arena Infinite enhances virtual reality gaming with hyper-real wireless streaming technology, delivering sharp visuals and smooth performance to immerse players in a dynamic game environment.

In addition to introducing wireless innovations, Hologate is offering an exclusive warehouse clearance on its Vive Pro 2 systems, providing a unique deal on both the Hologate Arena and Hologate Blitz attractions. IAAPA Expo attendees are encouraged to visit the booth to learn more about this limited-time offer.

As a leader in the location-based XR entertainment industry, Hologate operates the world's largest VR network, with over 450 installations in more than 50 countries and over 20 million players. Known for its cutting-edge VR technology, Hologate is a trusted name in family entertainment centres, cinemas, shopping malls, cruise ships, and beyond.

IAAPA Expo visitors are invited to booth 4458 to explore Hologate's latest offerings, experience the new wireless ARENA lineup, and discover how these systems can elevate entertainment venues. 





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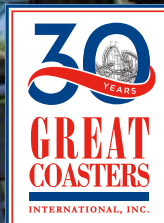
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- Fun Spot: White Lightning
- Europa-Park: Wodan



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Visitor's View Europa-Park Germany





InterPark's News Editor David Whitworth gives us a fly on the wall experience of the hugely popular and renowned Europa-Park in Germany.

Europa-Park - a benchmark theme park located in southern Germany, neighbouring France and Switzerland. Europa-Park is a fitting name for a destination with its heartbeat palpating throughout its European theme. It's Germany's largest theme park and this September, Europa-Park was honoured for the ninth time with the grandest industry acknowledgement: Earning the Golden Ticket Award as the 'Best Amusement Park Worldwide'. An impressive feat for its creators, the renowned Mack Family, whose lineage of operating Europa-Park stretches back eight generations, becoming the past, present and future of engineering and technology. "Our family does not think in financial years, but in generations," remarks Europa-Park owner, Roland Mack. "As a family business, we have very short decision-making processes and often make decisions from the heart. What we plan today is often already intended for the next generation. It (the award) shows that our family values, our passion for quality and our tireless pursuit of excellence continue to be recognised around the world, even after almost five decades. With gratitude and passion, we will continue to ensure that unforgettable experiences are created at Europa-Park."

The family has built a pinnacle thrills destination with over 100 different attractions designed for all the family. It's also a scenic wonderland full of idyllic landscapes, gardens, flowers and water features. Europa-Park opened the doors to Europe and beyond on 12 July 1975: 49 years of pioneering, products and passion. Located in Rust, this village has grown throughout the years to become one of the leading tourism destinations in the attractions industry. Europa-Park Resort attracts more than six million visitors globally so the main question to pose is: why is Europa-Park one of the best in the business? Let's dive in, as fast as its launch roller coaster, Blue Fire Megacoaster. Opening in 2009 to headline a new Iceland-themed expansion, Blue Fire Megacoaster

became the park's first launched coaster built by Mack Rides, a specialist construction arm of the Mack Family, which creates rides for Europa-Park and parks across the world. Blue Fire Megacoaster became the 10th roller coaster and the first to feature inversions – another ground-breaking landmark for the Mack Family. It's a joyous ride from start to finish, beginning with a dark ride feature before being thrust into the sky at 62mph (100 km/h) in 2.5 seconds thanks to a sophisticated linear induction motor launch consisting of a 262ft, 6in (80-metres) launch track. The vehicle turns a sharp left upwards to 124ft, 8in (38-metres) as it heads towards the tallest vertical loop on any launched roller coaster found in Europe, an impressive 105ft (32-metres) in height. If that wasn't enough, Blue Fire Megacoaster traverses into a twisted horseshoe roll floating as it heads towards its climax of a heartline roll. Forty-five seconds in total, but many moments of adrenaline and pure fun. Blue Fire Megacoaster, like other main attractions, adopts a single rider facility, which works well with quicker ride access at busier times.

The Iceland themed-area is also home to Wodan – Timburcoaster, Europa-Park's first major wooden rollercoaster, covering a distance of 3444ft (1050-metres) and soaring to 131ft (40-metres). Its top speed of 62mph (100km/h) makes for a rickety ride as guests traverse up and down on an authentic woodie. Its exceptional first drop sets the tone for a fun ride with its airtime moments providing exhilarating sensations. An impressive feature of Wodan–Timburcoaster is it intertwines with fellow coaster, Blue Fire Megacoaster.

Located in the newly-built Croatian themed area, the park's 17th in total, Europa-Park's latest ride is Voltron Nevera powered by Rimac. With a theming of the Electric Age made famous by inventor Nikola Tesla, who was born in present-day Croatia, Voltron Nevera is a state-of-the-art roller coaster with cutting-edge technological aspects and innovative elements: seven inversions, four launches, 2.2 seconds of weightlessness and the world





record for the steepest launch at 105°. The ride sits four abreast with the outside two passengers able to dangle their legs in glee. Voltron Nevera packs a punch with a compact, yet adventurous ride as it snakes within itself. A 92ft (28-metres) high tower is perched above the station with all the hallmarks of Tesla, which is present in the queue line with a lavish show of cosmic decoration and a huge animatronic of Tesla himself. Croatia is home to a top-of-the-range Rimac car, enclosed in glass for guests to purr over.

In the France-themed area, Silver Star is a flagship steel rollercoaster and full of airtime joys. Its steep lift hill gives a view of only sky as you reach the 239ft (73-metres) summit before sending you down its first drop at a maximum speed of 81mph (130km/h.). Its energetic 4G ride presents speed and weightlessness aplenty as you race around like a formula one car, which is apt considering the ride has a sponsorship with Mercedes

Benz. Its track is draped with the famous silver arrows whereas an entertaining queue line presents a full-size Mercedes F1 car and Mercedes F1 safety car. Meanwhile, informational videos and fun facts about Silver Star pass the time in top gear.

Travelling over to The Netherlands, one of the most fabled rides at Europa-Park has to be Pirates of Batavia, an elegant and tranquil boat ride charting the 'attack' of wild pirates on a southeast Asian Dutch colony in 1619. The ride is beautiful throughout with a variety of wonderfully decorated scenes. The boat ride is more emotional when you realise it has been faithfully restored after a horrendous fire tore through the attraction among other rides. Pirates of Batavia has been given a technological makeover with LED effects and upgraded animatronic features. A fun queue line with pirate animatronics, authentic artefacts and dimly lit corridors set the scene for a precious ride.

Making our way into Portugal, Atlantica SuperSplash is a refreshing water ride onboard its beautiful ship, Santa Maria, which has 'sunk' after casting off into the rough seas. Then, after rising 99ft (30-metres) the boat spins around, plunging down backwards at 50mph (80km/h) before turning round again to hurl down a final drop face first towards an aquatic splashdown which soaks from head to toe – ideal on hot summery days.

Another ride causing a splash or two is Poseidon, a revolutionary water coaster based on Greek mythology. From inside an ancient temple, guests embark on a wild roller coaster ride through Poseidon's underwater world before splash landing on two occasions. It's a fantastic hybrid where a roller coaster and water ride merges or submerges perfectly.

In Austria, Josefina's Magical Imperial Journey is a majestic boat ride through Empress Josefina's palace garden. An idyllic ride features beautifully landscaped scenes from fairy lights, golden cages with flowers and birds, chandeliers to a secret garden, waterspouts and fountains. The joyous journey ends with travelling into an opaquely designed rose arch tunnel with decorative lights and LED features showcasing Austria's heritage.

Europa-Park has invested heavily in VR technology, creating Coastality at Europa-Park, where riders wear VR headsets onboard Eurosat Coastality - The Phantom of the Opera' and both Alpenexpress Coastality and Fina & the Yomis - Magic World of Diamonds VR.

To oversee all attractions, guests can board a Monorail to travel the different countries in complete comfort with a high perched view.

To further aid guest experiences, Europa-Park has created a VirtualLine App, where you can book a time slot on selected attractions to save waiting time. This demonstrates Europa-Park's evolution, which next year, will be celebrating its 50th anniversary. To mark the occasion, MACK Magic is releasing its first feature film: Grand Prix of Europe, a cinematic adventure starring Europa-Park's mascots Ed & Edda. The animated film sees the duo on a fast-paced adventure thanks to a captivating story. Grand Prix of Europe is produced by Michael Mack, managing partner of Europa-Park and founder of the entertainment company, MACK Magic. The film is a fitting way to celebrate a half century of innovating and immersive attractions, each one pushing the boundaries of its predecessor.

Europa-Park has come a long way since its inception. In 1982, Italy became the first country to have its own theme, designed by Ulrich Damrau. Two years later, the Alpenexpress "Enzian" and Bobsleigh-themed Schweizer Bobbahn rides opened in 1984 and 1985 in Austria and Switzerland. The vision of a Europe-themed park was beginning to take shape as expansions grew in Holland in 1984, England (1988), France (1990), Scandinavia (1992), Spain (1994) and the German Alley (1996). A year earlier, The Hotel El Andaluz became the first hotel in a German theme park. In its first year, the hotel was booked to 87% of its capacity. A sharp rise in the number of attractions led to an increasing popularity and further



demand for overnight accommodation, which in turn led to an increased length in visitor stay, becoming the biggest seasonal park in the world.

The increasing reputation at Europa-Park signifies a year-on-year exponential growth, which can be attributed not just to its opening but linked to the family lineage of the Macks, all the way back to the establishment of MACK Rides. Founded in 1780 by Paul Mack in Germany, its origins were building stagecoaches and carriages. A century later, MACK Rides started to build carriages and caravans for circuses, before moving onto manufacturer fairground rides in the Golden Era of the 1920s, including its first wooden coaster. In 1936, MACK Rides produced its first petrol-powered ride and pioneered the wooden wild mouse ride in 1957. Today, the Europa-Park Resort is a direct employer for 5,000 people and indirectly provides an additional 10,000 jobs.

As Europa-Park grows at a rapid rate, the importance of the environment becomes more pivotal. And the Mack family places great emphasis on sustainability, taking a holistic approach to constantly improve its environmental, economic, and social elements. It's an integral part of the company's mission. "Consequent ecological action



also pays off economically in the long run,” comments Roland Mack. “We installed the first heat pumps 20 years ago, when nobody was talking about them yet.” Europa-Park has been generating its own electricity for years with its own hydroelectric power plant, solar panels and combined heat and power plants. Another way Europa-Park is mindful of the environment is its transport, thanks to operating environmentally friendly train services. Founded in 2021, the Eurocity Express Frankfurt-Milan and the TGV INOUI Paris-Freiburg stop at the station ‘Ringsheim/ Europa-Park’. Furthermore, waste management plays a major role with Europa-Park developing its own waste disposal and recycling concept – returned plastic cups are rewarded with a two-euro refund and waste is consistently separated wherever possible. Evidence that Europa-Park implements a successful sustainability programme.

Changing gears, if you are looking to refuel after an energetic day of rides, Europa-Park Resort features an out-of-this world food experience. Known as Eatrenalin, guests can enjoy more than two hours of fine dining cuisine, which fuses futuristic technology with modern gastronomy.

A sensational out-of-body experience occurs as you are transported on an innovative floating chair, a versatile trackless vehicle, through this wondrous gastronomic experience into an unparalleled culinary voyage of visions and cultures, through the prism of gorgeous gastronomy. “From the moment the experience begins, guests are immersed in a wide variety of worlds, not only through scents and tastes, but also through visuals, acoustics and haptics,” describe the creators of Eatrenalin.

The journey begins in the lounge with an aperitif, small delicacies and a glass of Laurent-Perrier champagne to welcome guests. There is a choice of two eight-course menus: Red Dimensions and the vegan Green Dimensions. Eatrenalin features 11 different rooms through differently themed culinary areas of Lounge, Waterfall, Discovery, Ocean, Taste, Umami, Universe and the final stop of dessert in Incarnation.

The visionaries behind Eatrenalin are Thomas Mack, Managing Partner Europa-Park and Oliver Altherr, Managing Partner of Eatrenalin. Mack enthuses that “Eatrenalin is a culinary journey for all the senses, bringing together the strengths of our family business,” while Altherr emphasises that “our goal is to reinvent the culinary experience and to touch the guests on an emotional level.”

And Europa-Park has been courageous in creating a culinary concept filled with art, décor, entertainment and a delightful discovery of scrumptious dining dishes curated by Eatrenalin’s starred chefs.

One guest told me that the experience ‘blew his mind’. Indeed, guests can enjoy Eatrenalin’s eating extravaganza, a game changer towards a bold new culinary direction.

The creative spark of Eatrenalin is Europa-Park’s flying theatre motion ride, Voletarium. Located in the German-themed area near the park entrance, guests embark on a fantastic journey across European countries, providing the idea of travelling the world gastronomically at Eatrenalin.

From one adventure to another, a water world of fun awaits you in the mythological Nordic-themed, Rulantica. A mammoth aquatic oasis, Rulantica took two years to build thanks to 130 different companies employing 1000 skilled workers. Its technological aspects are stored underneath in a huge labyrinth of underground storage areas.

The indoor building is shaped like a shell and features more than 50 slides and attractions, a lazy river float, three saunas, two pool bars and one steam bath – all housed across 14 themed areas. Guests can enjoy a rush of adrenaline or a laid-back experience, all year round. Its star attraction is Vikingløp, Europe's largest speed slide. It features eight racing slides as guests race towards the finish line head-first for a fun splashdown.

"We came to a conclusion," explains Roland Mack, "with the fact Europa-Park is closed some months of year, we should have something for the resort and hotels which can be open annually. So, we decided to build an indoor water park."

Outside, Svalgurok is a Nordic outdoor world of slides with 10 different slides, 100 playing opportunities and a huge water bucket giving a refreshing splash.

Next door is Europa-Park's lovely Nordic-themed accommodation, Hotel Krønåsår. This splendid hotel takes the form of a natural history museum filled with mystical artefacts, inviting you to follow in the footsteps of intrepid discoverers. Its lounge greets you with an astoundingly decorative bookcase full of fascinating books alongside authentic globes, lights and furnishing. The hotel has 276 rooms, each with authentic Nordic decorations, mythical maps, faux antique books and calming lights intertwined with maritime rope. Its relaxing shower and comfortable bed revitalises you after an action-packed day in the park.

Breakfast at Bubba Svens meant entering a huge dining area with a wealth of rich gastronomic options and hot and cold delicacies. Bubba Svens is beautifully decorated with a large Viking rowing boat and a gigantic plane hanging from the ceiling. There are dinosaur-themed sculptures adorning the walls, making for a wonderful morning setting. Attention to detail underpins the success of Europa-Park venues and activities. Hotel Krønåsår and spa facilities lie next to both Rulantica and Eatrenalin – an ideal retreat if you have those experiences in mind.

Europa-Park offers a further five accommodations: The majestic maritime hotel 'Bell Rock', with its striking lighthouse, The Italian-themed 'Hotel Colosseo' with its authentic take on the famed Colosseum; The Portuguese monastery of Santa Isabel, The hotel 'Castillo Alcazar', themed to the Middle Ages and 'Hotel El Andaluz' transports you to the flamenco heart and soul of Spanish Andalusia. All are connected by a shuttle bus which takes guests to and from the park, departing every 20 minutes. There is also a diverse campsite for those searching a rural adventure.

Europa-Park presents a wide range of entertaining shows which have been awarded with the Brass Ring Award on multiple occasions. The captivating ice show 'Surpr'Ice presents Energ'Ice', and combines the



athleticism of international award-winning figure skaters with pure energy, electricity and dazzling costumes. Located in Greece, it lasts for 30 minutes during summer months. Meanwhile, 'The return of the Sultan', is a thrilling Spanish spectacle where Orient meets Occident, as the Sultan and Baron fight a duel with breathtaking stunts and dizzying acrobatics on horseback, taking you on a journey which harks back to Moorish Spain.

Europa-Park also created special shows for its 'Halloweenseason: SPOOK ME! 2', featuring a musical in the Europa-Park Teatro, Supr'Ice presents The Vampire Circus on ICE in Greece and Hellfire Fountains – Burning Hearts in Austria.

Europa-Park is a reality thanks to the ingenious, the imagination, the creativity and the innovation to provide an exquisite tourist destination sending your thrill-o-metre into unrivalled territory. 📍

Dark Rides & Multi-Media Attractions

By Emma Bilardi

Dark rides and multimedia attractions have long been theme park staples, captivating audiences with their unique blend of storytelling, technology, and tactile environments.

Fuelled by advances in augmented reality (AR), virtual reality (VR), and motion-based simulation, these attractions are currently undergoing a renaissance, with more industry innovations and demand than ever before.

The global amusement park and attractions market, valued at US\$57.8bn in 2020, is projected to reach a staggering US\$89.17bn by 2025, with dark rides and multimedia attractions playing a pivotal role in this growth.

Today's discerning guest's want more than entertainment, they want multisensory experiences that transport them to fantastical worlds. And thanks to the integration of AR and VR technologies, (part of a market expected to balloon from US\$28bn to US\$250bn by 2028), that's exactly what they're getting.

With the surge in technological advancements and the expansion of theme parks in regions like Asia-Pacific, the future of dark rides promises to be more immersive and interactive than ever before, solidifying their place at the heart of the global entertainment landscape.

InterPark's **Emma Bilardi**, talks to the companies continuing to innovate in order to meet the demand from traditional and non-traditional operators looking for story-driven, multimedia-heavy attractions in all manner of venues and locations.

Triotech

Established in 1999 and headquartered in Montreal, Canada, TrioTech has become a key player in the themed entertainment sector, with a strong focus on integrating technology to create memorable experiences for guest's globally.

Christian Martin, Vice-President of Communications at TrioTech sees the market for dark rides expanding beyond traditional theme parks.

"There is a growing interest from regional parks and standalone attractions, eager to incorporate these engaging experiences into their offerings. There's also a notable interest in using intellectual properties (IP), such as well-known franchises like Lego or Sony's Ghostbusters, and parks' own IPs like Knott's Berry Tales. These familiar brands enhance appeal and marketability."

TrioTech offers bespoke branding and theming, something one of the company's recent clients, Lagoon Park in Salt Lake City, Utah utilised to full effect, to create a signature attraction in its regional amusement park.

Martin explains: "They wanted something that could be seen from anywhere in the park and become a go-to experience for guests. Lagoon is a regional park and therefore must draw on repeat visits from their guests to achieve success.

"The client asked us to create a signature attraction that would also potentially evolve over time, so we decided to create a roller coaster combined with an interactive dark ride. The attraction named Primordial is a unique multi-level roller coaster combined with an interactive dark ride featuring eight media-based scenes and a story with an alternate ending."

The project scope, completed by TrioTech's in-house studio, engineering, and R&D teams, included design, story, show, theming, audio, and special effects. A new blaster concept that can withstands the twists, turns, and falls of the coaster was also developed.

The attraction, covering more than 71,000sqft, is pushing the boundaries of the dark coaster concept.

"It includes interactivity and most importantly, we've



Triotech - Christian Martin - VP Marketing



included alternate paths as well as multiple story twists,” Martin explains. “These different endings keep guests guessing and keeps them coming back to the ride to experience all its variants.”

Set in the mysterious and legendary world of the Dolomite Mountains, visitors embark on a thrilling adventure to free the Dragon Dragnor and the mystical Owl Astradir and restore harmony in the Kingdom of the regal lynx Queen Azdra.

Unlike conventional rides that offer the same experience every time, Primordial boasts six possible endings, thanks to three mechanical effects—a vertical drop, a forward slide, and a backward slide—paired with two sets of content for each effect, encouraging guests to return multiple times to explore all the possible outcomes.

Combining an interactive dark ride with a roller coaster was no easy feat. Blaster’s or targeting devices are rarely added to roller coasters, let alone ones with a free fall.

TrioTech’s primary challenge was to create a blaster that allows guests to aim where they want, but is also not dangling by a cord, creating a hazard in the coaster portions or the drop.

TrioTech tested several versions and created an innovative solution that’s integrated in the lap bar. It’s fixed but allows the user to aim up and down and left to right, so they don’t feel limited in their ability to interact.

The blasters allowed riders to engage with interactive

scenes while withstanding the ride’s twists, turns, and drops.

For Lagoon Park, Primordial represents more than just a new attraction; it’s a statement of intent. By investing in the ride, the park has positioned itself as a leader in the regional theme park industry, capable of delivering experiences on par with the world’s most famous destination parks. This not only enhances its reputation but also ensures it will continue to attract and retain visitors, driving repeat attendance and fostering a loyal customer base.

Dustin Allen, Director of Engineering at Lagoon Amusement Park, was thrilled with the outcome.

“Lagoon has enjoyed the excellent, productive working relationship with Triotech from concept design and storyline development to feature installation and integration with the ride and theming components of the attraction. The Primordial interactive dark ride roller coaster opened to outstanding reviews and continues to exceed our guests’ expectations. We appreciate the vision and association of Triotech to make our unique design a fabulous reality.”

This groundbreaking hybrid roller coaster and interactive dark ride has quickly become a must-visit for thrill-seekers and families alike. Not only has Primordial captured the imagination of park-goers, but it also claimed the coveted number one spot in the USA Today 10 Best Readers’ Choice Awards 2024 for Best New Theme Park Attraction.

ETF Ride Systems

Based in the Netherlands, ETF Ride Systems is known for its trackless and track-based ride vehicles. The company's unique designs offer high levels of customisation and flexibility, catering to both indoor and outdoor attractions.

ETF Ride Systems has installed a number of dark rides this year in various parts of the world, including Cadbury Chocolate Quest.

Cadbury Chocolate Quest at Cadbury World, Birmingham, UK takes budding chocolatiers on a wild, interactive journey to source ingredients to make the world-famous Dairy Milk bar.

With a capacity of 600 people per hour, the attraction ensures guests can enjoy the adventure without long wait times, enhancing overall guest satisfaction.

However, the best aspect of the overall project is its commitment to inclusivity. The attraction features nine ETF Multi Movers, including four standard vehicles, four equipped with foldable seats for seamless transfer from a wheelchair, and one vehicle designed to accommodate an (electric) wheelchair with room for a companion. A special boarding station is available for this vehicle on a separate side track, allowing for unlimited boarding and disembarking time without disrupting the flow of other vehicles on the main track.

This dedication to accessibility ensures that every guest can fully enjoy the adventure without any limitations, setting a new standard for inclusivity in the theme park industry.

ETF Ride Systems continues its legacy of innovation with the recent launch of the Dynamic Mover.

With higher maximum speeds and faster rotations, the Dynamic Mover vehicle can accelerate up to 1.5-metres per second squared and rotate the cabin up to 10 rpm.

Optional hill-climbing capabilities ensure a thrilling experience on any terrain, attracting a broader demographic, that includes families and thrill-seekers.

With Omni-directional movement, the Dynamic Mover can rotate and move in any direction, offering a full 360° chassis rotation on the spot, and allows seamless crab-walking from a standstill.

ETF's new navigation technology is featured next to its embedded and trusted guide wires, meaning there's no need for physical tracks or embedded guide wires. This new feature allows parks to save on installation and maintenance costs, while its ability to navigate tight spaces maximises the use of available space, enabling more creative and compact ride layouts for operators.





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BoldMove Nation

Specialising in the design and delivery of next-generation media-based attractions and interactive experiences, BoldMove Nation has quickly become a trusted partner for theme parks, museums, and entertainment venues around the world.

With a focus on creating attractions that are as engaging as they are innovative, BoldMove offers turnkey solutions that combine creative concepts with advanced ride systems and media production. Their expertise spans a wide range of experiences, from interactive dark rides and augmented reality adventures to dynamic game-based environments, all tailored to immerse guests in captivating storylines and unique worlds.

BoldMove's Managing Partner Anja D'Hondt explains the company's ethos when it comes to the design process.

"When designing rides, we believe every attraction should be unique. That's why we offer custom theming and branding tailored to each park's vision and visitor profiles. Our team crafts personalised themes, stories, and characters that resonate with the park's audience. We incorporate interactive elements and projections to bring the theming to life, creating a more engaging and immersive experience. In addition to custom IPs, we've developed our own original IPs, like the TooMush IP with its crazy Mushies in the forest, and Voodoo Festival IP, where guests help break a curse on the voodoo dolls.

"This flexibility allows us to create rides that are perfectly aligned with the park's identity and storytelling.

BoldMove is seeing an increased focus on immersive theming, particularly in regional parks, where themed areas and attractions are designed to enhance the overall guest experience.

A further interesting development is the post-pandemic rising demand for experiences that encourage social interaction. People enjoying attractions together in real life was the catalyst for BoldMove's trackless omnidirectional ride system, which allows for more comfort and social interaction.

The ride system continuously tracks the vehicles' position throughout the ride, allowing for easy route adjustments to enhance the experience. The vehicle can move in any possible direction and can be customised to fit the theme and vibe of the attraction.



Lagotronics Projects

In 1999 Lagotronics implemented its first interactive system in a dark ride in Six Flags. Since then, the company has contributed to the realisation of over 50 interactive dark rides and attractions.

“Entertainment is our DNA, we are passionate about the industry, innovative products and creating the best solutions for our customers” Mark Beumers, CEO, Lagotronics Projects explains. “For Lagotronics a successful interactive dark ride tells a story. Classic dark rides take the visitor on a passive journey through beautiful surroundings. But what if the visitor can make things happen during the ride?”

That was the question posed for the company’s multimedia walkthrough ‘Dino Mission’ at Adventure Valley, Durbuy, Belgium.

Adventurers embark on an exciting journey back to the year 1877. The adventure is a unique blend of history, technology, and thrilling encounters with prehistoric creatures.

Visitors are guided by palaeontologists Sofia and Arthur, who share the tale of Jeanne Dollo, an adventurer and palaeontologist who invented a time machine in 1877 and mysteriously disappeared. Their mission is to follow Jeanne’s trail through Dino Mission, searching for fossils, relics, and clues to track her down.

After stepping through the time portal, guests find themselves surrounded by living dinosaurs.

The adventure begins with an exciting pre-show at the Palaeontological Institute, where Sofia and Arthur introduce guests to Jeanne Dollo and her time machine. Using large screens, immersive audio effects, and dynamic lighting, the story comes to life, setting the stage for the journey ahead. The atmosphere intensifies, building suspense right before guests step into the portal and travel back in time.

Throughout the course, 28 RFID readers are installed across both canyons, allowing interaction with key objects like fossils and relics. Every item players find and tag is recorded on a central scoreboard, tracked by Sofia and Arthur back at the institute.

The valley also features various minigames. One game involves scanning dinosaur eggs with eight special cameras to see what's inside. These interactive minigames make players feel like real palaeontologists as they solve puzzles, piece together dinosaur skeletons, and uncover hidden objects.



DOF Robotics

Since it was founded in 2006, DOF Robotics have installed products in over 400 locations worldwide, including Flying Theatres, Dark Rides, Immersive tunnels, Panorama Theatres, Dome Theatres, XD, and 4D Theatres, VR and AR-based attractions, Interactive simulations, Interactive Games and other customised simulation rides.

"We are proud to have numerous patented simulation rides, machines, amusement projects as well as thematic and technical designs. We were also the recipient of several international awards, including the IAAPA Brass Ring Award for the Best New Product for our Hurricane 360 VR." Bakit Baydaliev, CEO of DOF Robotics, says.

One notable project DOF is recognised for is Mission Space Digital Park, located in Istanbul, Turkey.

The digital theme park promises an incredible and immersive 30-40 minute mission to space.

Each six-person team begins by putting on astronaut outfits over their clothes in the welcome and preparation area. Themed according to the situation, the preshow area provides essential information about the adventure using specially designed holograms and screens.

After boarding a rocket simulator, visitors experience a rocket launch into space, with realistic animations used to create an immersive experience complemented by impressively implemented G-forces.

Once docked in the International Space Station, guests leave the rocket for a journey to the Moon on a spaceship simulator known as the interplanetary voyager. Then they engage in the first interactive game of the mission, 'Shooter', where astronauts blast asteroids of different sizes to avoid potential disaster.

Guests arriving at the Moon's space base receive further information and are required to play the role of scientific researchers. Passengers who have made discoveries during their journey to the moon will embark on the Planet Explorer simulator, a huge moon vehicle which features a second interactive game known as 'Miner'.

Passengers collect their valuable resources and bring them to the space base for further examination, all while immersed in the environment by a moving platform. Having completed the mission, the team make a fast return to Earth on a final spaceship.

Upon completing the mission, each astronaut receives a photographic ID card proving they are officially a 'Real Astronaut' - a perfect souvenir.



Frontgrid

British company Frontgrid is launching a world-first immersive flying experience: Fly Niagara.

Rainbow Air Helicopter Tours, which already gives tourists helicopter rides over the falls, has partnered with Frontgrid to create a gamified flying experience over one of the world's most iconic waterfalls in virtual reality (VR).

Anna Pierce, VP of Rainbow Air, explains: "It is truly magnificent seeing Niagara Falls from the air. You really get a sense of scale and can appreciate the vastness of the volume of water as well as the journey the river takes through the wider landscape, where it comes from and where it goes to."

We've been taking visitors to see the falls, from above, in a helicopter for 30 years now, and we love giving people, what they always say is, the highlight of their stay at the Falls.

Now, we are excited to be launching this VR experience as a new, gamified way of exploring and connecting with the land and citiescape."

The VR attraction is set to open on the USA side of Niagara Falls, in the new custom-built Rainbow Air Tourism Center, which will house a museum and heritage site, gift shop, photography studio and a Rainbow Air launch pad. Guests will be able to participate in the VR attraction while they wait.

The VR attraction combines motion-based engineering and gamified content to create a sensational flying experience under canopy.

Matt Wells, the CEO of Frontgrid confirms: "This attraction is going to be a world-first. It uses our motion-based engineering, called ParadropVR Rize 4, which moves people through a four-metre drop. The motion is finely tuned with what the participant is seeing. They use handles to self-steer themselves around the environment. It really does give the sensation of flying under canopy."

ParadropVR Rize 4 is the latest model of the hardware, which includes canopy upgrades, modified access, new lights and further motion-based optimisations. This attraction will be made up of 11 units, which will create an impressive, futuristic, horseshoe shaped amphitheatre.

Wells says: "We have really valued working with Rainbow Air on this exciting project, which has furthered our combined objectives of celebrating flight in a new



way. The launch of this major new attraction has allowed us to turn our vision of creating location-based-flying as an entertainment category – into a reality."

The VR experience is fronted with an introductory film that plays in the headset, filmed in 360°. Guests can look around and out of the window as the helicopter takes off, and the film culminates in the helicopter door being pulled back, and the guest jumping out of it, before being spawned into the game.

Tammy Owens, Business Development Director and Producer on the project, explains: "It's pretty dramatic. The game has been built so that it starts exactly where, in real life, we filmed from the helicopter over Rainbow Bridge. When you marry up the real-world footage and the game environment, it is pretty impressive."

The environment has been built using satellite data, 3D models and game engine software. Flyers collect points along the way and their score is tracked in a global online league.

Kurt Stevenson Bills, Lead Games developer on the project, enthuses: "The level of detail which has gone into the game really brings it to life. Ranging from the lifts moving up the iconic Skylon tower, the volcano erupting in the theme park, the boats on the water and the game even includes crowds of people wearing the different coloured poncho macks that you see everywhere if you visit Niagara Falls."

Stevenson Bills continues: "It is pretty awesome. Whilst you can fly over a real-world location in a helicopter and that is spectacular. Flying restrictions mean you see it from quite high up, which is a different experience. With VR, you can get a lot closer so you can see different things."

"You are also the hero of your own journey, so you can decide where you go and what you want to look at. We've also added gamification to help the user explore the environment and get really close to the water and the falls. The experience is set up to be a race, which you can choose to take part in or just float around and enjoy the view. It is up to you. We had a lot of fun adding details to spot along the way – that are so iconic to the history of the place. When you fly it yourself, see if you can see the barrel going over the top of the falls!"

Alterface

Founded in Belgium, Alterface is renowned for creating immersive experiences and blending interactivity, media, and gaming to engage audiences in new and exciting ways.

From dark rides to walkthrough experiences, Alterface's projects push the boundaries of traditional attractions by integrating user participation and real-time feedback, allowing guests to be active players in their own adventure.

Their proprietary technologies, like the award-winning Salto! ride system and interactive show control, empower venues to deliver unforgettable, high-energy experiences.

With a diverse portfolio of global projects and a commitment to innovation, Alterface continues to shape interactive entertainment, stepping outside the box to bring mobile immersive experiences to anyone who desires them.

Moviemax, Alterface's mobile interactive theatre, offers guests a chance to experience high-standard interactive entertainment typically found in theme parks. Moviemax's stunning, vintage Hollywood movie theatre style, complete with classic light bulbs and iconic marquee signage, creates an enchanting atmosphere that draws visitors from the moment they arrive.



With a choice of four different movies, Moviemax caters to a wide range of audiences, from families and children to teenagers. This variety ensures there is something for everyone, making each visit unique and engaging.

Moviemax incorporates advanced 3D technology and a range of special effects such as wind, water, stroboscopes, and smoke. These elements enhance the interactive experience, making guests feel as if they are part of the action. Each movie is a competition, and at the end, there's a ranking with a final winner, adding the thrill of competition to the excitement of the show.

This high-quality interactive experience brings the magic of theme park attractions to local fairs and events, making it accessible and enjoyable for all.

The attraction's ingenious design, unveiled from a simple container, transforms into a beautiful compact setting reminiscent of a vintage Hollywood movie theatre. The setting features ticketing, a photo booth, a queue line, and seating for thirteen.

With a throughput of 150 people per hour, this cost-effective attraction, adapted for fairs and itinerant events, boasts an easy setup requiring just two to three hours with minimal operator involvement.

Holovis

Continuing the edutainment theme, Miral and United Parks & Entertainment partnered to develop SeaWorld Yas Island, Abu Dhabi last year, a landmark project with a unique attraction provided by UK-based Holovis.

Holovis completed a full park wide audiovisual solution alongside a park wide interactive game. This complex AV project, easily one of the largest in the world, was vast in scope and challenge.

The park's central hub, the One Ocean Hub, boasts one of the world's largest LED screens as its crown jewel. Fully cylindrical in design, this colossal immersive screen covers an expansive area of over 3,000sqm, standing 15-metres high with a circumference of 218 metres.



Accompanying the LED screen in One Ocean Hub is an impressive LED Globe, measuring 5.4-metres in diameter, delivering a multi-faceted visual experience, and providing guests with unique and engaging visual content.

Holovis partnered with Verity to create an impressive indoor drone show featuring 160 drones. Echoing the flow of ocean currents, the swarm moves in sync with the visual display on the One Ocean LED wall and LED Globe. This innovative blend of technology marks a new frontier in theme park entertainment, offering visitors a memorable visual experience.

Hologate

With over 450 installations across 42 countries and total global players exceeding 20 million, Hologate has established itself as the largest VR network worldwide. Notably, the lion's share of this remarkable achievement can be attributed to the widespread success of Hologate Arena. All three Hologate Arena systems come with an extensive library of competitive and cooperative games spanning a vast array of genres, including licensed IPs like Ghostbusters and Angry Birds.

Since its launch, Hologate Arena has become one of the most successful and widely deployed VR systems in the world, offering accessible, high-energy experiences that appeal to a broad range of audiences, and now, Munich, based Hologate have announced a revolutionary update to the XR multiplayer system.

Hologate Arena now features hyperreal wireless streaming technology, which guarantees high-resolution cinematic graphics and superior performance, an unprecedented advancement over many other free-roam VR systems that rely solely on headset rendering. By streaming high-resolution virtual reality worlds directly into headsets, eliminating the need for cumbersome cables, Hologate Arena now enables players to freely explore the gameplay space and immerse themselves in a visually stunning experience. This advancement also allows for a more natural and fluid interaction within virtual environments, making the VR experience more engaging than ever before. No more cables means a more robust and reliable system, reducing maintenance and downtime for venue operators.

This update also includes the introduction of three distinct, flexible Arena variations designed to suit every location preference and elevate the VR experience.

The new wireless Hologate Arena systems are designed to cater to diverse venue needs, providing different levels of flexibility, mobility, and visual appeal. Venue owners benefit from a more robust, cable-free product that reduces setup complexity, minimises maintenance, and enhances the guest experience.

Leif Petersen, CEO and Founder of Hologate comments: "This launch marks a new dawn in immersive Hologate VR. With wireless technology and three distinct Arena systems, we're offering unparalleled flexibility and performance and making premium VR experiences more accessible than ever." 





Triotech 25 years old or 25 years young?

The answer will be in the Future

Triotech is celebrating its 25th anniversary in November 2024. The company has grown from a coin-op FEC products manufacturer to become a designer of award-winning custom attractions such as Lagoon Park's Primordial and NINJAGO: The Ride.

What is interesting is that the company has not abandoned its roots in the "FEC Products" segment to migrate to large custom projects for parks. Indeed, instead it has kept both the original segment and added new segments as the company grew over time.

This expansion has led also to other new niches such as key attractions in the Location-based Entertainment

segment. A prime example of that is Carnival Chaos, a stand-alone interactive dark ride in Niagara Falls. There has also been a penetration into other areas such as Museums, Aquariums and other Edutainment sites. This latter part thanks in part to the integration of Europe-based CL Corporation which was acquired in 2019 and has a strong track record in these segments. One can look at the D-Day Experience Museum in Normandy as a showcase. The attraction designed and developed by the team helped increase attendance by 800%!

Therefore, the question is, what will the next 25 years be made of?

The Future of Triotech: Cultural and Innovation

Looking ahead, Triotech is focusing on several key partnerships, including significant collaborations with entities like Seven and Qiddiya.

One of the company's most ambitious undertakings is the Into the Deep ride at Six Flags Qiddiya in Saudi Arabia. This next-generation dark ride, which spans 2,400sqm, is centred on ocean conservation and underwater exploration. Featuring cutting-edge media and dynamic motion vehicles, the ride offers an immersive, interactive experience that invites families to engage with the beauty of marine life.

In the coming years, Triotech plans to launch several groundbreaking projects worldwide. The company remains dedicated to blending cutting-edge technology with cultural relevance, creating attractions that bring iconic stories and themes to life for a wide audience.

Leadership Perspective: Global Relevance and Cultural Sensitivity

With its global footprint and its team of industry veterans travelling extensively to dozens of countries, the leadership gains valuable insight into different cultures. This global perspective has been crucial to Triotech's success, particularly in tailoring attractions to local cultures while ensuring universal appeal. For instance, Triotech developed a ride in Dubai inspired by a Bollywood film, a project that resonated with regional cultural interests while remaining enjoyable for a broad, international audience.

In a recent discussion, Ernest Yale, Founder and CEO stressed the importance of designing attractions that are easy for guests to understand and engage with, especially since most rides last only a few minutes. The objective is to provide an immediate, enjoyable experience that motivates guests to share their excitement on social media.

Additionally, Triotech seeks to integrate local history and culture into its attractions which is very important in specific segments such as Asia. For example, the company has participated in Puy du Fou's SAGA City of Light project in Shanghai, China. The walkthrough experience centers on the city's rich historical narrative.

In the Middle East, particularly in Saudi Arabia, Yale emphasises the need for attractions that reflect regional culture rather than simply imitating giant destination parks from other places in the world.

A Vision for Future Growth

Traveling and learning about cultures and entertainment across the globe brings a particular perspective that feeds the Triotech creative engine. However, the magic, part of it at least, happens at home. Home is in Montreal Canada. One of the planet's hub for creative and digital experiences, technology, and attractions. The company is headquartered there, and it is also the site of its giant lab where designers, software specialists, content studio artists, and others live and experiment on ways to innovate.





However, as founder of Triotech, Yale envisions more. He wants to open an additional Research and Development (R&D) within the next two years. This centre would be open to the public and would serve as a space for experimenting with new technologies and gathering real-time feedback from guests to further refine future attractions. Yale also aspires to create a platform where young people can submit their ideas, potentially contributing content for Triotech's attractions. His goal is to inspire the next generation of creators, much like he was inspired when he first discovered the potential of video game development.

Currently, Triotech's attractions reach nearly 100 countries, and the company estimates that approximately one billion people have experienced one of their rides. In the next decade, Triotech aims to expand its global presence even further, providing innovative entertainment experiences to billions more.

But where did it all start?

Twenty-five years ago, the world was quite different from today. No widespread internet, no smartphones. Triotech's journey began with a 1,200 miles car journey from Montreal, Canada to Atlanta, USA. This is how the small team of dreamers attended their first IAAPA Expo in Atlanta with a simple arcade game and a small

booth. The company, driven more by passion than financial ambition, gradually expanded, moving from smaller attractions to more complex ones. A standout achievement is the creation of Primordial, an indoor-outdoor roller coaster in the USA, which has since been recognized as one of the country's top new attractions in 2024.

From the start, Triotech has aimed to incorporate the essence of video gaming into its attractions, a vision that has allowed it to grow beyond its initial goals. Today, 25 years later, the company is developing attractions on a scale that it could never have foreseen.

A Unique Approach to Innovation

Currently, Triotech employs over 200 individuals, all of who share a strong drive for creativity and innovation. The company thrives on exploring numerous ideas but recognises the need to balance ambitious concepts with practical execution. Innovation is essential, but it must also be relatable to visitors and viable for operators.

Triotech's approach is to take well-known, traditional attractions and add innovative elements. The goal is always to deliver an attraction that is not only exciting but also feasible and widely enjoyable. 🎢

Sharpened focus on safety regulations and guidance

By Carl Hagemann, General Manager, ADIPS



There is evidence in our industry currently of a sharpened focus on regulations and standards for the safety of workers and visitors in parks.

The importance of regulations and standards to maintain high safety levels cannot be overstated. They set the minimum requirements for rides and are critical for preventing accidents and minimising work-related illness.

In the UK and across the EMEA, regulators and industry representative bodies are aware that in an industry that is forever innovating and advancing ride designs, safety guidance cannot afford to stand still.

Consider the newly published public policy recommendations put forward by IAAPA EMEA for example. Number one priority for IAAPA EMEA's new commission is 'Putting Safety and Security First'.

IAAPA EMEA is recommending the following from policymakers across the region:

- IAAPA advocates for developing standards and regulations through active dialogue with policymakers and subject to regular review.
- As ride engineering continuously innovates, safety processes must adapt. Standards and regulations must reflect the innovative application of safety practices, allowing for further advancements in ride design without compromising safety. Collaboration between policymakers and industry experts is critical.
- New regulations and standards should leverage the latest safety knowledge, effectively address emerging considerations, promote international harmonisation, and foster continued innovation.

In the UK, we are seeing the modernisation of safety guidance for amusement devices in the review of HSG 175: Fairgrounds and Amusement Parks - Guidance on Safety Practice.

At the recent ADIPS annual conference at Pleasure Beach Resort, Blackpool, we received an update from Health & Safety Executive inspector David Kivlin.

David told us about a revision of HSG 175 that is taking a fresh look at design reviews and design risk assessments, and what we should now expect from manufacturers, suppliers and designers. The need for UKAS accreditation for safety standards schemes such as ADIPS is now on the cards. A new HSG 175 will give fresh guidance on the role of the appointed inspection body, and it will recommend a more holistic approach to asset management.

Much of the work on this review pre-dates the IAAPA EMEA recommendations but it is very much in keeping with them. The process has been collaborative and ADIPS among others has played a part in shaping the soon-to-be-published new guidance.

ADIPS also has an important role to play also in the dissemination of up-to-date safety guidance and advice to ride operators and inspection bodies. ADIPS launched at our conference in October, a new system for sharing safety updates industry-wide, for example.

This system draws together important news and developments in our industry such as safety alerts and new regulations. It peer reviews and categorises them, and then shares them with inspection bodies and operators. We believe this initiative supports IAAPA aims to collaborate, address 'emerging considerations' and 'foster continued innovation'.

We continue to run our safety and health awareness days and visits for behind-the-scenes tours of rides. A huge thanks again for Pleasure Beach Blackpool for showing us around The Icon and the engineers' workshops. A fascinating and valuable insight for our IBs.

In addition, ADIPS' new auditing programme of inspection bodies, with partner RKMS Group, has been designed to support and advise our IBs. "Our mission is to carry out effective audits of inspection bodies, not to directly find fault, but to provide a fresh set of eyes, provide certainty in your processes and provide advice and guidance on continuous improvement opportunities," said RKMS Group Operations Director Rebecca Hoogerwerf.

According to the latest data from the IAAPA European Ride Safety Report 2023 the risk of injury while riding an amusement ride is remarkably low at approximately 0.6 injuries per million rides. "This is a testament to the industry's continuous and unwavering efforts to improve safety standards," says IAAPA.

In the important business of safety the commitment must remain unwavering. We look forward to seeing progress by IAAPA EMEA in driving forward those public policy recommendations across the region. ADIPS will do what we can to support this campaign.. 



Michael Blau at SATE Asia

OPEN TO QUESTION

Michael Blau

2025 is shaping up to be a golden year for Adirondack Studios (ADKS), as the company marks its 50th anniversary. The award-winning creative solutions provider, with locations in Upstate New York, Orlando, Pasadena, Dubai, Singapore and Shanghai, is inviting the industry to join its celebrations through a year-long series of events and initiatives. InterPark's Editor, Beth Whitaker sat down with the company's President and Principal Michael Blau to find out what it means to have been in business all this time.

Having started business 50 years ago, tell me a bit more about Adirondack.

Adirondack Studios (or Adirondack Scenic, as it was called originally), was started by college friends Tom Lloyd, Walter Blake and Chris Detmer in Lake George, New York to build sets and props for live theatrical productions. From those early days, they assembled a team of energetic technicians, craftspeople and artisans who loved stagecraft. When I joined Adirondack Studios

as an Art Director over 20 years ago, it was easy to fall into the spirit of the company. Today, our shows are bigger and much more sophisticated than when we started 50 years ago. We have also expanded our reach to include design, fabrication and installation of scenic elements for theme parks, brand experiences, public art, themed retail and F&B, museums, cruise lines and more. What hasn't changed, though, is our commitment to creating the best experience for the audiences.



What does the company stand for?

Adirondack Studios is rooted in live performance. To this day, every project we undertake is a "show" whether it's a theme park attraction, a museum exhibit, a supermarket interior, or a Broadway musical.

Putting on a show is a collaborative effort. It's the same at Adirondack Studios whether they are the painters, welders, or carpenters on the show floor, the designers modelling at their computers, our operations staff working in our back office or our sales team in the field meeting with prospects and clients. They are all part of our creative team.

Wherever we are in the world, we strive to live our core values every day, which are collaboration, innovation, accountability, storytelling, cultural sensitivity, professional growth and respect.

What is one of the biggest achievements / most notable projects the team has worked on?

Adirondack Studios has been part of many iconic events and attractions. We've built historic items like the awards platform for the "Miracle on Ice" 1980 US Olympic Hockey Team. It held the entire hockey team even though we only built it to hold three people! We have worked on iconic attractions that guests still enjoy decades later, like the ET Adventure Ride, Ariel's Undersea Adventure and The Simpsons Ride.

We have provided scenery for the world's grandest opera / theatre companies and designers from the very start, and we've collaborated with world-renowned visual artists like David Hockney, Maurice Sendak, Bob Crowley, John Lee Beatty and Stanley Meyer to name just a few of the many excellent talents.

But I think I am most excited that throughout 50 years, ADKS has shaped and trained numerous designers, artisans and craftspeople that even today work throughout the industry.

What is one of the most challenging aspects about working in this industry?

To be successful in this industry, you need to be tenacious (and patient), always striving for the highest quality of work while balancing the real issues of time, money and resources. This tenacity requires problem solving and exploration. In my role, it is constantly asking yourself and the team, "What if?". "What if" we changed the shape of this object? The material? The style? Would that save us time, money and could it possibly tell the story better? In adopting this approach, you have to be thoughtful and sensitive to the creative intent but also extremely agile.

What can we expect from the company next?

With the addition of our very first Director of Global Marketing, Clara Rice, we are now able to come into our own. For years, we have prided ourselves on being the best-kept secret in the industry, working on quality projects and custom fabrication. Our new tagline and ethos of 'Make A Scene' gives us permission to let the world know who we really are, while reinforcing our culture and values to the next generation of ADKS employees. I am thrilled to be able to tell our story and introduce the world to our talented global team. That team is expanding and changing, which we look forward to talking more about in the months ahead. It's all part of future-proofing our company for the next 50 years.

How did you get into the business and what have been some of your career highlights?

I formally started in theatre as a freshman at Shaker High School in Latham, NY. I showed up the first week in the auditorium to see if they needed help working on the shows. I had an older brother who was a brilliant actor and being just under two years apart, we were very competitive - in pretty much everything. Anyway, I guess I was self-aware enough that I couldn't act my way out of a wet paper bag, but I did know how to use tools and could draw. So working backstage made sense.

Within a few weeks, the Economics teacher who was also the theatre Technical Director, George Herrick, "volunteered" me along with another student to design the set for a one-act play competition between the grades called the Principal's Cup. George is now 88-years-old, has been a lifelong friend, and we meet several times a month to tell stories. Anyway, our freshman class chose a comedy called "The Ledge, the Ledger and the Legend". A slightly goofy and dark comedy about an accountant (the Ledger) about to jump off a building because they felt their life was in ruins. By the end of the play, The Ledger ends up saving the person who was there to save them (The Legend) and they leave safely, happily ever after. I decided to build a two-story façade with a ledge and push it right to the edge of the stage apron to give the action a greater sense of danger. Because the set could only be set up in two minutes, I ended up holding the faux painted brick flats together behind the ledge so they wouldn't move during the performance. In essence, I was the third actor in the show, "The Ledge". It was then that I knew I had my place in the competition with my brother. I wouldn't be an actor, but I would make actors look good through my work. Incidentally, our freshman troupe was the first ever to win the competition, and we won the next two years as well.

By the second year, I was hired to run audio and lights for dance troupes, festivals and other groups that rented the theatre for their events. I was being paid double minimum wage, and I was hooked.



What significant changes have you seen in your sector?

Scenic companies are often fearful of technology. Video walls, augmented reality and virtual reality. I am not fearful of competing with any of these technologies. Used in potent ways, they can enhance place making. Having said that, scenic companies will always be required. We need locations that people can interact with in a physical, human way. We are social and need live, real-time interactions that create community. Creating a moment in time where only those present in a physical space can experience it is unique and exciting. It is what live performance has done since the beginning of humanity.

Have you ever had a job outside of the attractions industry and if so, how does it differ for you?

A few short stints, but probably the most significant is running my father's wooden shipping container company a year out of college. He taught me how to run a company with such efficiency while serving his clients at the highest level. One key client was a large custom paper company that needed wooden skids to stack paper on. These skids were a specific size for every run of paper. If the factory did not have enough skids from their order as the paper was cut, the paper would fall on the floor and have to go back through the entire production process. One skid of paper would be thousands of dollars of paper, and the skid it was on was less than \$20.

My father devised a system that any extra skids would be delivered within 30 minutes before the last ordered skid was used. This saved the paper company tens of thousands of dollars every week. The service was incredible, and we were able to do this because every aspect of the process was carefully planned. Just after 10 years in business, he had gotten the systems so efficient that the entire company could shut down by 11:30am on Fridays and still have served our clients without missing an order. Every weekend was a slightly longer weekend!

If I were to add up all of my freelance jobs, gigs and projects it is easily well over 2,000 different ones. They include teaching theatre at several universities and ultimately running a college theatre program, designing water parks around the world for a few years, painting brand backgrounds for a national stationery company, freelance designing over 100 theatre productions, running lights for touring bands and dance troupes, television set designs and even running a family business right out of college.

I am so very thankful to have learned under great teachers and industry professionals. Every job has fostered my desire to learn. I ask "Can I try that?" and they have let me! To be honest, I believe this industry loves curious people. From my days as a professor and in the future, I hope that I can be a mentor like others who have helped me.

How do you see your sector continuing to push forward?

At Adirondack Studios, we still train people in traditional artistry and techniques. This knowledge will allow future generations to learn from and respect the craft through the ages. It is our duty to make sure we do this. Don't get me wrong, we use all the modern technologies and have an excited group of people that embrace new methods and materials. Learning new technologies is important for the evolution of a company. To reinforce the point though, core knowledge is always required to grow to the new. As an example, knowing how to paint with a scenic fitch paint brush on bamboo educates the artist in how paint flows, the angle to hold the brush, the pressure required for a thin line vs a thick line, and how all of these variables create a better piece of art.

Who do you most admire in the industry and why?

I have many stories of moments working with the most brilliant designers and professionals. So many experts and friends I have made throughout the years.

One story that still motivates me today was working with the late Desmond Heeley, the Tony Award-winning set and costume designer. I was hired as a Technical Director to draft and build a version of "A Christmas Carol" for a production starring Wilfred Brimley. Desmond was the most generous and knowledgeable designer I had ever worked with. We had a ridiculously short build schedule. Adirondack Studios worked on the project, and I led the union crew building the sets. Funny, as I write this, I don't think many people at Adirondack Studios know this. This was 10 years before I started working at Adirondack Studios.

Anyway, we got to the Friday morning of opening night. Desmond and I were sitting in the theatre in the front row looking at the set. We were both exhausted, but I could sense something was wrong. I asked him why he was so glum, and he said that he wished the set was better than what it had turned out to be. I thought for a moment and stood up and said, "What would you change?" He said it was fine. I pushed him and asked for one thing he would add to the set. He told me about his Aunt who raised him and how she had English porcelain dogs on her mantle. He wanted two puppies on the Crachet's

mantle. I said “great” and pulled out a sheet of lauan plywood in the middle of the stage, gave Desmond a piece of charcoal and said “draw them. I will cut them out and we can paint them and put them on the mantle. We have until 8pm tonight, so why not?” He starts drawing, and suddenly the most dedicated and toughest union carpenter comes out and asks what we were doing. I told him and he yelled to the entire crew, “Everybody get your asses on stage, we got work to do to help Desmond!” Before we knew it, we had the entire crew cutting dogs, plates, garlands, mixing paint, moving scenery and ladders all to “sweeten the set”. By 5pm, the set was transformed into the set Desmond wanted. We all had smiles from ear to ear. The set was beautiful!

For years later, we would meet and tell design stories. He would help me by guiding my designs, and I would sit with him while he rendered drops for La Traviata or sculpt stunning opera figure models for Tiffany windows. He would always thank me for that day. I have a few of his renderings in my office and in my home to remind me to never settle for done, and it motivates me in my role as President and in my life.



Tell us one thing your peers might not know about you?

I have actually acted a few times. Though, I don't think that is a career highlight. I was in a musical revue in college called “Made in the USA” that was scheduled to tour with the US Department of Defense. We performed over 20 shows but never left for the European tour of US Military bases. I also played Zebulun, one of Joseph's brothers in Joseph and the Amazing Technicolor Dreamcoat in a professional summer stock production (the only time my brother and I were ever “on stage” together). He was brilliant. I was average.

Any final thoughts?

I have a favourite phrase when a new project arises. I love it when industry colleagues call and say “We're getting the band back together. Are you in?” Almost always, I answer with an emphatic “Yes! Who's playing and where are we going?!” 🎵



Meow Wolf - The Real Unreal - Photo Credit Elliott Lopes Photos



TECHNO.... THERE'S NO END IN SIGHT!!

By Dennis Spiegel

The leisure industry is now being recognised as a vital component of the global economy. It was estimated that last year US\$1.46tn were spent globally on leisure, with an anticipated growth factor of 21.8% by 2030, growing revenues to US\$5.8m. The industry is experiencing a transformative shift with the integration of amazing multimedia attractions. These attractions are best characterised by the use of constantly changing advanced technology.

One of the most notable impacts of multimedia attractions is the substantial enhancement of the visitor experience. It is happening everywhere. Traditional attractions such as theme parks, museums, and zoos are all constantly being upgraded with cutting-edge technology to offer more engaging and interactive experiences. For instance, theme parks are incorporating upgraded virtual and augmented reality to create rides and shows that transport visitors to fantastical worlds. This immersive experience captivates audiences, making visits more memorable and enjoyable.

Museums, too, are leveraging multimedia to bring history and art to life. The British Museum in London, for example, uses augmented reality (AR) to allow visitors to interact with exhibits in ways that were previously unimaginable. By scanning QR codes or using AR

glasses, visitors can see digital reconstructions of ancient artifacts, view detailed information, and even witness historical reenactments. This makes the exhibits more engaging and educational.

The integration of multimedia attractions has also been a benefit for attendance and revenue. As we are seeing, the novelty and excitement generated by these attractions in all sectors draws larger crowds. A prime example is Disney's Star Wars Galaxy's Edge. This immersive land uses state-of-the-art technology to create an interactive experience where visitors can pilot the Millennium Falcon, build their own lightsabers, and engage in a storyline that unfolds throughout their visit. The attraction has significantly boosted attendance at the Disney parks.

Multimedia attractions also profoundly encourage repeat visits, which is crucial for sustained success throughout the industry. The dynamic nature of these attractions, with their ability to offer different experiences on subsequent visits, keeps visitors coming back. For instance, Universal Studios' "The Wizarding World of Harry Potter", uses interactive wands that allow visitors to cast "spells" throughout their navigation of the park. Each visit can reveal new secrets and interactions, providing a fresh experience every time.

L'Atelier des Lumières (Paris, France), the digital art museum, offers immersive exhibitions featuring the works of famous artists like Van Gogh and Monet projected onto walls, floors, and ceilings with synchronised music. ARTEHOUSE (London, UK), an innovative art space, showcases interactive and immersive digital art installations by contemporary artists, utilising cutting-edge technology. EYE Film Museum (Amsterdam, Netherlands), a museum and cultural, focuses on film and moving images, offering interactive exhibits and state-of-the-art screenings.

In Asia, team Lab Borderless (Tokyo, Japan), an immersive digital art museum, features constantly changing interactive installations, creating a borderless world of Art. Amazing to visit! And what about Digital Adventure at Orbi Yokohama (Yokohama, Japan), a multimedia attraction developed by Sega and BBC Earth, which combines technology and natural history for immersive wildlife experiences. All of these attractions are “off the hook” guest experiences!

Just stop and think what a FANTASTIC, EXCITING industry of which we are a part! To be able to bring this type of entertainment to our guests every day of the year at the great values we offer is amazing!

One of the key factors to delivering the amazing technological guest experiences, are the manufacturers; they are at the forefront of creating these multimedia attractions. Working with the operators are firms like Holovis, a leader in sensory experiences, design and implementation of attractions that combine audio-visual, lighting, and physical effects, to create fully immersive environments. Similarly, companies like Falcon's Creative Group and Electrosonic specialise in integrating multimedia elements into theme parks and museums. Also, there's Mack, a multifaceted company that offers attraction manufacturing, media conceptualisation, operation of themed attractions, and creation of futuristic technological dining experiences!

We are all waiting to see what Universal Studios delivers with “EPIC UNIVERSE”, Orlando, in July of 2025. It should be remarkable, featuring some of the industry's most cutting-edge technology we are told!

When you stop and analyse it, the economic impact of multimedia attractions extends beyond just increased ticket sales in our industry. It also drives tourism, as visitors travel specifically to experience these cutting-edge attractions. If we could only visualise what our industry is going to look like in 50 years, we would all shocked, stunned, and dazed! I wish I could come back to see! HEY! Maybe through technology, by then there will be a way! 📺



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is globally the leisure industry's leading independent, full-service consulting firm. Founded by Dennis Spiegel in 1983 and located in Cincinnati, Ohio, USA, ITPS is uniquely qualified to assist in all aspects of leisure project development and has worked on over 500 projects and in over 55 countries since its inception. Always on the forefront of new trends, ITPS is experienced to assist in all aspects of any new project or existing facility.

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Cover Image: Hologate

Nov/Dec Issue 6, 2024 ISSN: 1359-6284

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Annual Subscriptions (6 issues)

Europe & Middle East £80
North & South America & Africa £95
Asia & Australia £105

InterPark (ISSN 1359-6284) is published six times a year for an annual subscription rate of £80 by InterPark International Limited.

Graphic Design:

Ann Wu
L&A International Ltd

Advertising & subscription information

Tel: +44 161 6100022
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